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Auctiva Names Mark A. Schwartz New Chief Executive Officer; Attracts Top Executive Talent to Meet Growing Demand for Small Business Auction Services

Anonymous

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OAKLAND, Calif.--(BUSINESS WIRE)--Aug. 23, 2000--Auctiva, a leading provider of software for sellers at online auction sites and electronic storefronts, today announced that Mark A. Schwartz has joined the company as Chief Executive Officer.

Auctiva leads the auction and small business management software arena with their Online Channel Management (OCM) platform, consisting of two software applications: ePoster and eBud. Functioning like an easy-to-use page layout editor, ePoster automates the processes of creating and posting professional-quality listings across multiple marketplace sites, reliably hosts images of items for sale and adds counters for tracking listings. eBud automatically collects all of a seller's listing data, fills in the spreadsheets and forms, generates and archives buyer notification letters and prints out invoices, labels and reports.

Auctiva's market is growing exponentially, driven primarily by small businesses that have discovered that auction marketplaces provide a ready distribution channel with plenty of shoppers, high margins, and a means of gathering useful data on demand and optimal pricing strategies," said Mark Schwartz, CEO, Auctiva. "A typical online merchant might have 700-1000 simultaneous auction listings, spread across several marketplace sites, each with a different closing time and pricing parameters, all requiring an average of six emails exchanged with the buyer. As the market continues to expand, the need for Auctiva's online channel management software will simply become more and more acute."

Prior to joining Auctiva, Schwartz held a variety of high-level management and consulting positions in technology and software firms. As a management consultant with the Mitchell Madison Group (later USWeb), Schwartz helped high-growth technology-focused companies streamline operations and chart competitive strategies. He headed engineering efforts at New York-based software startups Internet Resources Corporation and Client Technologies Inc., and was responsible for ClientXChange.com's suite of Customer Relationship Management tools for the Financial Services Industry. Schwartz received an MBA with Director's List Honors from the Wharton School of Business, and a BS in Computer Science with Honors from Yale University.

About Auctiva

Auctiva is a leading provider of multi-channel software solutions

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for online sellers. The company was founded in 1999 by experienced executives and developers from Peoplesoft, Electronics for Imaging, and Liberate to provide an easy and efficient way for small businesses to become successful in e-commerce. With 33,000 registered users, Auctiva facilitates nearly 500,000 listings per month on eBay and Amazon Auctions, as well as originating many listings on fixed- price marketplaces such as Amazon zShops. Auctiva's Online Channel Management services and software platform empowers online sellers to sell up to four times more merchandise by improving process efficiency and simplifying the sales process across multiple auction sites and electronic storefronts. Auctiva is privately held. Additional information can be found at http://www.auctiva.com.

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